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Message Text

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PAGE 01 TOKYO 05205 191034Z

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ACTION EA-07

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E.O. 11652: N/A
TAGS: ETRD
SUBJECT: FY75 MARKETING PLAN AND OMD TOUR DEVELOPMENT

SUMMARY: DISCUSSES MARKETING PLN DETAILS, MICRONESIA PROMOTION. END OF SUMMARY.

TYOWAS 4-242 RE WASTYO 4-235 OMD. YOU MAY FIND IT USEFUL TO HAVE FOLLOWING INFO IN ADVANCE OUR MEETINGS.
PARAS 1 AND 2: BUYERSHAND SELLERS TRIPS INCLUDED PER YOUR GUIDELINES.

PARAS 3 AND 5: BECAUSE OF SKETCHINESS OF BICENTENNIAL DATA,WHOLESALERS

PRESENTLY EMPHASIZING MONTREAL OLYMPICS FOR SUMMER 76. UNLESS AMOUNT OF BICENTENNIAL INFO INCREASES RAIDLY IN NEXT 6 MONTHS, BICENTENNIAL OFFERINGS IN SUMMER 76 CAN BE EXPECTED TO BE NO MORE THAN ONE-DAY OR POSSIBLY OVERNIGHT OPTIONS OFFERED IN CONNECTION WITH OLYMPIC TOURS. TO EXTENT THAT HARD TOUR DAT BECOMES AVAILABE WE CAN INCREASE OUR INVOLMEMENT IN AGGRESSIVE SALE OF BICENTENNIAL.
LWHOLESALERS WILL PROBABLY OFFER OPTIONAL TOURS
TO MONTREAL IN CONNECTION WITH USA PACKAGES NOW ON SELF AND IN DEVELPMENT, BUT THOSE PACKAGES CAN BE EXPECTED TO BE GENERAL USA, AND TO HAVZ BICENTENNIAL EMPHASIS IN PROPORTION ONLY TO AMOUNT OF BICENTENNIAL DATA AVAILABE.

PARA 4: OX SPECIAL INTEREST AREAS YOU MENTIONED, MOST POPULAR ARE STUDY, SKIING AND DUDE RANCHES IN THAT ORDER, AND WE INCLUDE THEM IN OUR PLANS.

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PAGE 02 TOKYO 05205 191034Z

WE WOULD LIKE TO INCLUDE MICRONESIA, BUT WHOLESALERS AND CONTINENTAL

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

(AIR MICRONESIA) AGEE RAFT TRIPS WON'T SELL WELL BECAUSE AVERAGE 1-2 DAY LENGTH OF JAPANESE GROUP STAY TOO SHORT, REGULAR TRIP INSURANCE DOES NOT COVER RAFT TRIPS, AND GLASS-BOTTOM BOAT OR MOTORBOAT EXCURSIONS OFFER MORE ATTRACTIVE ALTERNATIVES, GIVEN TYPICAL TIME FRAME OF TOURS.

A MORE BASIC QUESTION IS POLICY DECISION ON MICRONESIA PROMOTION GENERALLY. AT VARIOUS TIMES IN RECENT YEARS, INDIVIDUAL PROJECTS INVOLING IMCRONESIA HAVE BEEN EITHER APPROVED SPECIFICALLY OR CRITICIZED AS IN APPROPRIATE GENERALLY. WE FEEL MICRONESIA PROMOTION LEGITIMATE AND DESIRABLE. SINCE SAIPAN NOW DEVELOPING WELL,WHOLESALERS

FEEL THEY CAN SELL GUAM AND MICRONESIA EASIER AND MORE PROFITABLY THAN

GUAM ALONE.

DURING WASHINGTON MEETINGS, WISH DISCUSS MICRONESIA MATTER WITH ALL, AS YOUR DECISION OF FUNDAMENTAL IMPORTANCE TO OUR PROMOTIONAL EFFORTS AND PLANS.
SHOESMITH

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